

the
industry leader
IN CREATING VALUE
for limited values assets

RECYCLING

TRADE-IN

DONATION

WHO IS MARKET VELOCITY?

Market Velocity is the leading provider turn-key, web-enabled recycling, trade-in, and donation solutions for Fortune 100 & consumer electronic manufacturers.

World-class companies like HP, Sony, RIM, Xerox, and others have benefited from Market Velocity's reliable, environmentally-friendly solutions, customized to meet the specific needs of their customers.

Market Velocity creates value for end-of-life electronics and helps companies like yours to develop new business, target competitors, increase market share, enhance brand loyalty and lower costs. With proven expertise, we can develop and manage tailored trade-in, recycling and donation programs that can be deployed in just days.

DISCOVER HOW MARKET VELOCITY CAN HELP GROW YOUR BUSINESS.

Smart companies seek every advantage to win in today's marketplace. Market Velocity's distinctive combination of technology, consulting and expert services provides you with a significant and suitable competitive edge.



RICOH

SONY



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OKI

NEC



PowerSource
Online

ADIRAN

LEXMARK

call2recycle
A Not-again-for-Recycling Corporation program

HITACHI



TRADEUPS TRADE-IN SOLUTION DRIVES \$500K IN NEW SALES

Opportunity

Serving over 32.5 million customers nationwide, a leading telecom services provider wanted to upgrade 650 desktop computers. Using our TradeUps Trade-in solution, our client was running an attractive 1-for-1 trade-in promotion that offered free shipping and handling to all customers trading in an older desktop and purchasing a new desktop.

Benefit

The telecom provider took advantage of our client's TradeUps powered promotion. Our client was effortlessly able to offer a \$36K rebate and secure the sale of over \$500K of new desktop machines.

MARKET VELOCITY'S SOLUTIONS

Market Velocity provides the industry's leading platform for trade-in, recycling, and donation of limited value assets.



RECYCLE

Environmentally friendly and responsible recycling of end-of-life electronics equipment.



TRADE-IN

Help your customers trade up to your latest technology



DONATION

Helping you to help others



PROMOTION

Drive targeted sales with customized promotions



LARGE TRADE

Customized Quotes for large, complex opportunities

HOW MARKET VELOCITY WORKS

With our popular Trade-In Solution, provide your customers with a convenient trade-in option that lets them realize the most value from their end-of-life equipment.

Delivering a fully-integrated, online solution, Market Velocity creates your own company branded website where customers can learn about your trade-in program, instantly discover the value of their aging hardware and trade in their end-of-life assets for rebates on your newest models. Here's how:

1. Your customer gets a **free, instant online quote** for their unwanted equipment.
2. Your customer **ships their equipment**. MVI facilitates all logistics, including shipping documents.
3. Your customer **purchases your new product** and submits proof of purchase to MVI.
4. **MVI sends your customer a rebate check** for the trade-in value.



CHANNEL PARTNER SECURES \$6M IN SALES WHILE PASSING ALONG \$680K IN SAVINGS.

Opportunity

A large scale global professional services firm needed to upgrade over 3000 field laptops to the latest technology. They had no internal staff or resources to manage the collection, packaging or shipment of the older equipment. That created an opportunity for a reseller to benefit from our Trade-in solution.

Benefit

The reseller partnered with our TradeUps Large Deal team to tailor a solution for the trade-in of the 3000 laptops. Market Velocity sent the trade-in proceeds to the reseller who was able to offer their customer a remarkable price since it was net of the trade-in value. To help to ensure the deal, we also facilitated packing the old equipment in the new product boxes and shipping them from many locations across the country. As a result, our client was able to provide value-added services, offer their customer \$680K in rebates and secure the sale for over \$6M in new laptops.

MARKET VELOCITY'S SERVICES

Customer Service & Support

- ✓ Toll-free call center & email response team

Trade-in Administration

- ✓ Purchase verification & rebate administration
- ✓ Fulfillment & logistics
- ✓ Product description & condition verification
- ✓ Product asset tag removal & data removal
- ✓ Large Deal Desk – custom quotes

Marketing Services

- ✓ Promotion development, design & review
- ✓ Sales tools, Search Engine Optimization, Surveys, Webinars,
- ✓ Training, assistance at trade shows & events, etc.

Reporting

- ✓ Transaction data (hits, visitors, quotes, trades, units traded / purchased)
- ✓ Optional Custom reporting

Promotional Services

- ✓ Competitive targeting
- ✓ Elimination of legacy products to accelerate customer upgrades
- ✓ New product launches
- ✓ Subsidized trade values through rebates, free shipping, etc.
- ✓ Flexible promotional capabilities



TRADE-IN SOLUTION
SAVES \$300K AND PROMOTES THE SALE OF \$2.4M IN NEW PRINTERS

Opportunity

With a global network of more than 20,000 team members in 1,100 locations, the world's leading provider of document solutions and business services needed to replace and upgrade over 300 large printers at 300 different locations.

Benefit

Our TradeUps Large Deal team worked with the client's commercial sales team to collect and ship these units from the 300 locations. TradeUps secured a trade-in value of over \$300K on the used units to offset the purchase of \$2.4M in new printers.

COMPETITIVE POSITIONING

You can count on Market Velocity to deliver the best trade-in values for your customers and drive more sales for you. Our strengths include:

- Most competitive trade-in values
- Customized Promotions
 - Ability to calculate complex rebates
- Advanced Promotion Reporting
 - Number of trades, trade-in model and manufacturer
 - Proof of purchase with model of new purchase
 - Executive Summary
- Branded Customer Service and Support
- Greatest number of product categories
- Network of 100+ remarketers who compete to buy your product
- Survey Administration
- Assurance of compelling trade-in values

TRADE-IN VALUES

The key to a successful trade-in program is offering your customers the highest trade-in value possible. High values lead to a higher percentage of completed trades, translating into more new sales for you. Take a look at all of the product categories that Market Velocity offers trade in value for:

Blue Ray
Camcorders
Camera Lenses
Desktops
Digital Cameras
E-Readers
Film Cameras
Notebooks

Mobile phones
MP3
Printers
Servers
Storage
Streaming Media
Tablets
Video game consoles